

The word "INBOUND" is written in a bold, white, sans-serif font inside a dark blue rectangular box. A small orange horizontal line is positioned under the letter "I".

INBOUND

The **EVERYTHING** Email Marketing Session

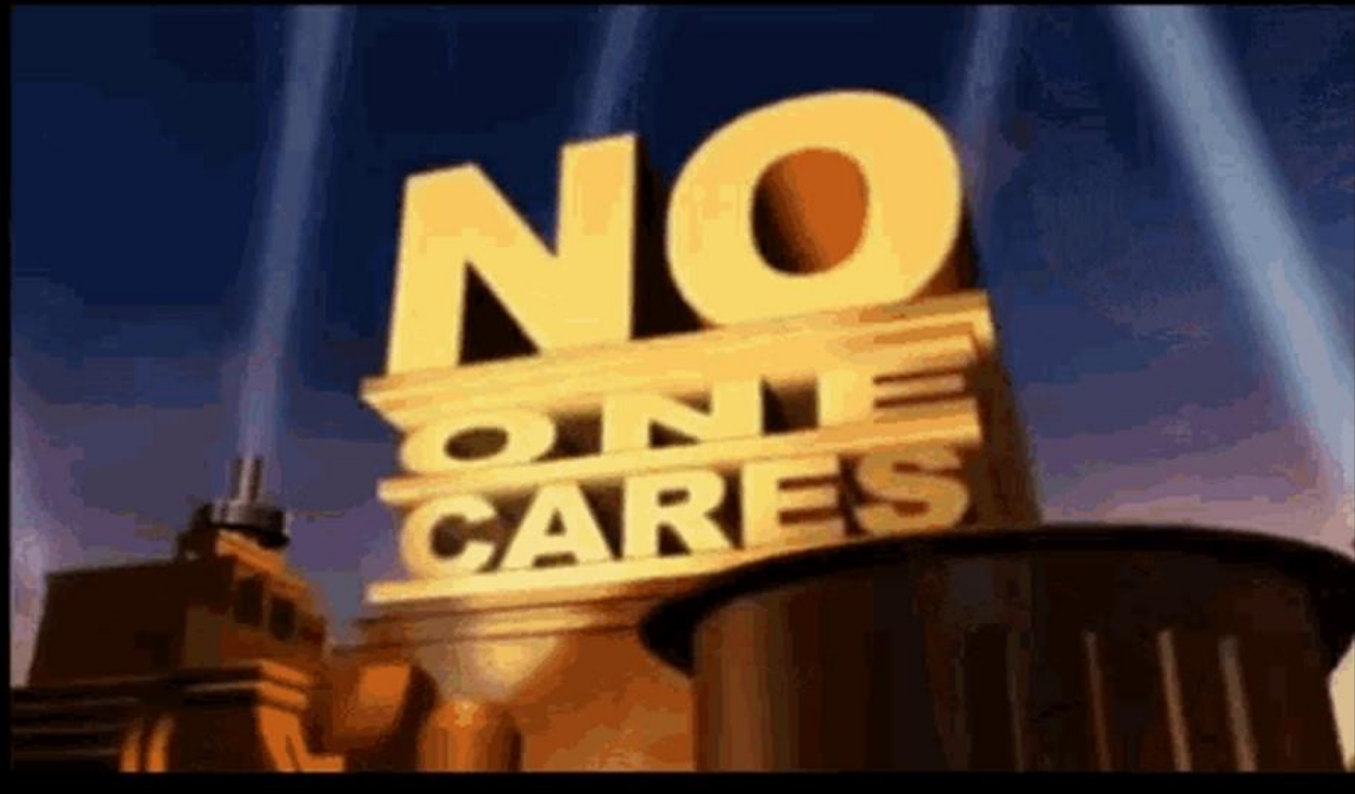
Jay Schwedelson

Founder: SubjectLine.com

Founder: GURU Media Hub [GuruMediaHub.com]

CEO: Outcome Media [OutcomeMedia.com]

WHERE DO MY TRENDS COME FROM?



OUTCOMEMEDIA
a Worldata company

SubjectLine.com

JaySchwedelson.com

**GURU
MEDIA
HUB** ⚡

THEM:

SO, WHO ARE YOU VOTING FOR?

ME:



NEXT 100 DAYS ARE NOT NORMAL FOR EMAIL MARKETING:

**6 WEEKS PRIOR TO NOVEMBER 5TH [ELECTION]:
FOR BOTH BUSINESS AND CONSUMER MARKETERS:**

**EMAIL MARKETING OPEN RATES DROP
2%-3% EACH WEEK [STARTING 6 WEEKS PRIOR]**

**EMAIL NEWSLETTER CLICK-THROUGH RATES DROP
25%+ MONTH PRIOR [OCTOBER]**

**NEXT 100 DAYS ARE NOT NORMAL
FOR EMAIL MARKETING:**

OCTOBER 7TH SHOULD BE DISCUSSED

**FEWEST SHOPPING DAYS BETWEEN
THANKSGIVING AND CHRISTMAS SINCE 2019!**

**ANNNNNNND - THE WEEK AFTER THE ELECTION
IS GOING TO BE ROUGH FOR PERFORAMNCE...**

YOU HAVE 3 ELECTION MARKETING OPTIONS...

ALL IN: “HERE IS WHO WE SUPPORT”

STAY FOCUSED: “CHECK OUT OUR NEW GUIDE”

HUMOR: “NEED A BREAK FROM THE NOISE?”

2024 IS OVER!!!

AFTER SEPTEMBER 1ST:

CURRENT YEAR MENTIONED IN CONTENT OFFER LOWERS DOWNLOAD RATE BY 22%

**CRAZY FAST
TESTS TO TRY
FOR EACH PART
OF YOUR
EMAIL...**

‘FROM ADDRESS’
IS START OF
‘SUBJECT LINE’

Lenovo 72-Hour Sale

 Limited Time Only 

Up to 62% off

6/10/2024

...

Daniel at Fortinet

Are you registered for our discussion with guest, ... 5/28/2024

Register to listen in to the latest challenges of cloud security and...

Inc. Top 10

Travis Kelce's Secret to Success: Embrace the Grind ... 8:33 AM

Considerable Research Shows Lifting Weights Can Help You Live ...

EMARKETER Retail Daily

Capitalize on online marketplace growth

7/10/2024

Plus, 5 key stats on Gen Alpha

...

QUICK REFRESH...

EMAIL ADDRESS:

JAYS@CORPWD.COM

FRIENDLY FROM:

JAY SCHWEDELSON

JUST BRAND

PRWeek

Flash sale! Save 24%

OPEN RATE % INCREASE WHEN NOT JUST BRAND:

BRAND+INDUSTRY [UP 17%]

BRAND+OFFER [UP 21%]

FIRST NAME+BRAND [UP 24%]

NAME (NO BRAND) [UP 27%]

BRAND+URGENCY [UP 16%]

DICK'S | Flash Sale

Inbox 2 days to save! 🕒 Up to 50% off |

Klaviyo Customer Ed.

Inbox Learn live with Klaviyo customer

Saks Father's Day G.

Inbox Our top Father's Day picks for *e'

Best Buy Memorial D.

Inbox Enjoy our Memorial Day SALE... -

CSO Events

Inbox Boost Your Digital Trust in Just 1 |

Michael Kors Semi-A.

Inbox Save Big On Summer Bags - Take

Pottery Barn Teen S.

Inbox O-M-G 🎉 Our biggest furniture c

MarTech webinars

Inbox Live: Metadata, SEO, and ChatGF

BRAND+URGENCY

Ad Age Don't Miss



Top 5 AI marketing activations to know about rig... 7/18/2024

Fake Volvo ad leaves impression and Snickers clones a soccer co...

NAME (NO BRAND)

» Neil Patel

Aug 30

Why marketers should be excited about SearchGPT

Google just lost the antitrust case over its search domin...

Inbox



FIRST NAME+BRAND

Megan at Higher Logic Vanilla

[\[Last chance\] Making a case for a customer com...](#) 5/14/2024

One of the most important strategies in community manageme...

Nirav at Fortinet

[Beyond the Technology - Unified SASE Innovations](#) 5/14/2024

Will you be joining my webcast to expand your own convergenc...

Leya from Brandfolder

[Upcoming webinar, Gartner, The Ordinary, and m...](#) 5/14/2024

Discover firsthand experiences from leading companies, attend t...

Amanda at CoSchedule

[BIG savings + early access to our newest AMI cou...](#) 5/13/2024

Get AMI's new Marketing AI course PLUS the entire AMI course l...

GET NEGATIVE
IN YOUR
SUBJECT LINE

NEGATIVE VS. STANDARD

REGISTER FOR OUR UPCOMING WEBINAR ON NEW TRENDS

vs

WHY HR PROS CAN'T AFFORD TO IGNORE THIS TREND...

NEGATIVE VS. STANDARD

‘NEGATIVE TONE’

SUBJECT LINES INCREASE

OPEN RATES BY: 34%

**MARKETERS CAN'T AFFORD
TO IGNORE THIS...**

- **The Mistake 90% of [Industry] Pros Are Making**
- **Why [Role/Title]s Can't Afford to Ignore This Trend**
- **Why Your Current Strategy Is Failing...**
- **Stop Wasting Time on These Outdated Tactics**
- **Avoid These [Number] Common [Industry] Mistakes...**
- **The Ugly Truth About [Topic]**
- **Is Your Wardrobe Outdated? Here's Why It Might Be**
- **Are You Falling Behind? [Topic] Trends You're Missing**
- **The Dangerous Misconceptions About [Topic]**
- **Why Your Winter Coat Isn't Keeping You Warm Enough**
- **Why Most [Industry] Pros Are Getting It All Wrong**
- **The Scary Truth About [Industry] Success**

- **The Mistake 90% of [Industry] Pros Are Making**
- **Why [Role/Title]s Can't Afford to Ignore This Trend**
- **Why Your Current Strategy Is Failing...**
- **Stop Wasting Time on These Outdated Tactics**
- **Avoid These [Number] Common [Industry] Mistakes...**
- **The Ugly Truth About [Topic]**
- **Is Your Wardrobe Outdated? Here's Why It Might Be**
- **Are You Falling Behind? [Topic] Trends You're Missing**
- **The Dangerous Misconceptions About [Topic]**
- **Why Your Winter Coat Isn't Keeping You Warm Enough**
- **Why Most [Industry] Pros Are Getting It All Wrong**
- **The Scary Truth About [Industry] Success**


UMMM... DON'T DO THIS

salesforce+

Is your **data** **cked up?

A free virtual event on salesforce+
Wednesday, April 17, 9 a.m PT | 12 p.m. ET

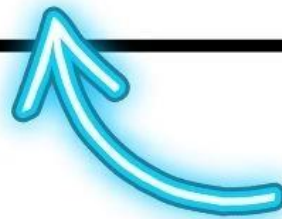
Join us live to experience how Data Cloud can unlock trapped customer data to drive results and power AI. Hear directly from experts on how to bring your data together from any system and enhance every customer interaction. It's everything you need to get the most value from your data, streaming to you live.



Register for free

From: Salesforce

Subject: Is your data **cked up? Join us on April 17.



...e only live event that
... unlock your
... ed data.

...er why Data Cloud is more than just bringing
data together. Learn how to connect your customer's
web interactions, service calls, purchase history, and
more to fuel AI-powered smarter, tailored customer
experiences and drive results. Tune in to:

- Learn from Data Cloud product experts
- Get your questions answered in live Q&As
- Experience new product demos
- Hear how customers use Data Cloud to power AI



UN-AI

YOUR EMAIL

**EVERYONE IS ASKING AI FOR
CONTENT SUGGESTIONS...**

**GENERIC IS NOW
WALLPAPER**

Why are you ghosting 🙈 me? - Your Taxes 🔍 Inbox x

Jasmine at FreshBooks <content@email.freshbooks.com>

to me ▾



Hi jay,

And just like that, the dreaded tax season is almost upon us. Trust me, I know this can be stressful, overwhelming, or even infuriating. (To be honest, it's likely all of the above.

Why are you ghosting 🙈 me? - Your Taxes

- Jasmine (she/her), Content Marketing Manager



SLANG WORKS:

[LAST 90 DAYS]

TL;DR: 40% off Grammarly Premium

Grammarly Redeem your offer → Save 40% on Grammarly Premium

EMAIL OPEN RATE INCREASE WHEN USED IN SUBJECT LINE:

BUSINESS:

UP 20%: AMP UP

UP 19%: CHEF'S KISS

UP 15%: IYKYK

UP 21%: GHOSTING

UP 20%: UH OH

UP 18%: TL;DR

CONSUMER:

UP 21%: SZN

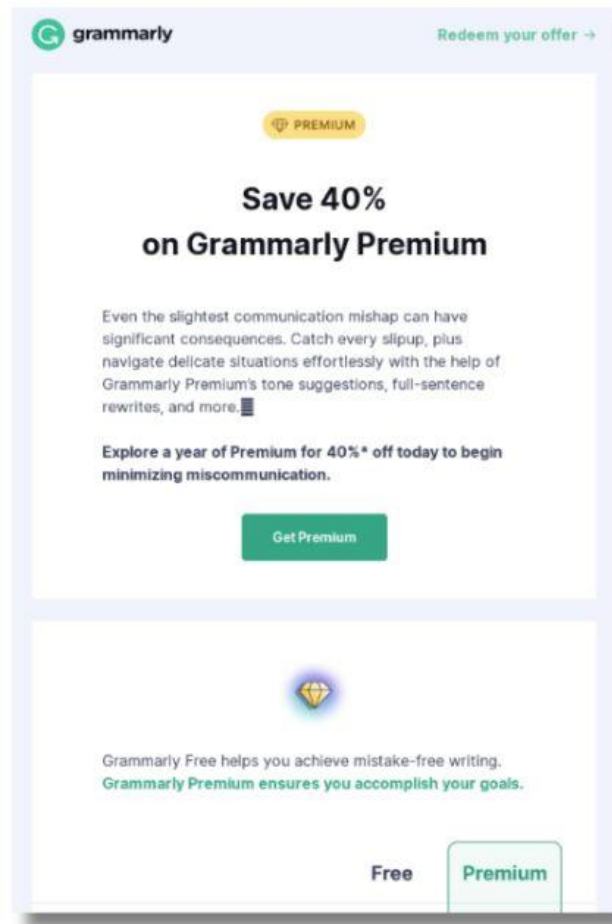
UP 24%: CHEF'S KISS

UP 17%: IYKYK

UP 20%: VIBES

UP 21%: GLOW-UP

UP 20%: SQUAD



TELL MY FRIENDS TO GHOST ME

Ryan at DigitalMark.

Inbox

slang

7 Reasons Your Leads Are **Ghosting** You - leads

Morning Brew

Inbox

slang

☕ **Ghosting** dating apps - Why Panera's exemp

birddogs

Inbox

slang

Alright, So She **Ghosted** You -

Franchise Times

Inbox

slang

The High Cost of **Ghosting** Local Customers -

eMarketer Daily @ I.

Inbox

slang


Gen Z isn't **ghosting** social media; Meta under

Szn's Newest Drip 🔥 (+ Up To 40% Off!)

PAC SUN
LOS ANGELES

2 DAYS LEFT | PAC FRIDAY PREVIEW
UP TO 40% OFF SITEWIDE* [SHOP NOW](#)

**Season's
Newest Drip**
FREE SHIPPING On All Jeans & Pants*



From: [KISSmetrics](#)

Subject: Uh-oh! Your KISSmetrics free trial just ended!

 **KISSmetrics**

Uh-oh! Your KISSmetrics free trial just ended!

Your free trial of KISSmetrics has ended and we've had to lock your account, **AccountName**. Not to worry, we'll still collect your data for 60 days.

To keep using KISSmetrics, you'll need to give us your payment information so we can keep your account running.

Your KISSmetrics account is billed every 12 months. Your first payment will be **\$1,800.00**, due on **2014-01-24**.

To unlock your KISSmetrics account, you'll need to enter your billing information.

[Enter Your Billing Information](#)

And if you don't want to keep using KISSmetrics, there's nothing else you need to do. You won't be billed for anything and we'll automatically shut your account down in 60 days.

If there's anything keeping you from wanting to use KISSmetrics, please reply to this email and let us know. We're always here to help. :)



*Stop trying to make **BOOP** happen*

🐾 Boop. Get 55% off everything*, even our super cute animal posters 📧 Inbox x

AllPosters.com <allpostersemail@eml.allposters.com> ...
to me ▼

AllPosters

Pop culture lives here.

FREE RETURNS | CUSTOMIZED CANVAS & FRAMED ART

ENJOY FREE SHIPPING

ON ORDERS \$25+



**ANIMAL POSTERS SO CUTE
YOU MIGHT KEEP THEM ALL**

Our **55% off everything*** sale means
you can gift them & dress up your walls too.

55% OFF CUTE ANIMALS

SUPER RANDOM TREND: MID TO END: CAPITALIZE NON 1ST WORD

OPEN RATE INCREASE: 18%

Zazzle Inc.	Inbox	 10 Hours Left: <u>HUGE</u> Sitewide Savings! - Hurry, ends at mid
Pottery Barn Kids S.	Inbox	Tick-tock  <u>HOURS LEFT</u> for up to 70% off - Cure your Mon
Buildout	Inbox	A CRM built with you in mind <u>[WEBINAR]</u> - Discover how a CR
Shutterfly	Inbox	3 words: <u>Unlimited FREE</u> pages 🙌 - And stack the savings wit
Amy Porterfield	Inbox	Marketing changes and more that <u>MADE</u> my last launch - th

CALL-TO-ACTION BUTTONS

CALL-TO-ACTION SENTENCES

WHEN WE MAKE FIRST CONTACT WITH ALIENS



I WANT TOP HR TIPS!

DOWNLOAD

VS

**CTA WITH JOB
FUNCTION/TITLE**



SAVE MY SPOT FOR RETAIL 2025 OUTLOOK!

VS

**CTA WITH
INDUSTRY**

REGISTER

SAVE 25% ON MY WELLNESS JOURNEY

VS

**CTA WITH
INTEREST**

BUY NOW

CALL-TO-ACTION IN EMAILS

CLICK-THROUGH % INCREASE VS. NOT INCLUDED

CTA+JOB FUNCTION/TITLE [UP 22%]

CTA+INDUSTRY [UP 19%]

CTA+INTEREST [UP 17%]

< Inbox

<INSERT CLICKBAIT TITLE>

Today at 09:16



Does anyone read this bit?

Having trouble viewing this email?

[Click here](#)

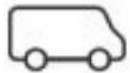
TOPMAN

NEW IN

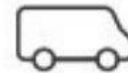
JEANS

JACKETS

SUITS



**FREE UK STANDARD DELIVERY ON ORDERS
OVER £50 OR TO OVER 200 STORES**



**MISLEADING
EMAILS ARE
THE WORST!**



SALES EMAILS:
**DON'T BE THAT
PERSON**

**WE ARE SENDING TOO
MANY EMAILS...**

NOPE...

**YOU NEED TO SEND A LOT.
BUT YOU HAVE AN
AGENDA...**

**BECOME A
VALUABLE RESOURCE,
A THOUGHT LEADER...
USEFUL!**

TOP PERFORMING 'SALES EMAIL' SCHEDULE:

3 SENDS OVER 10 DAYS:

GIVE, GIVE, ASK =

55% HIGHER CLICK-THROUGH RATE ON 'ASK' SEND

SALES EMAIL SUBJECT LINES:

TESTIMONIAL SUBJECT LINES IN OUTREACH EMAILS: INCREASE OPEN RATES 19%

"TRANSFORMED MY BUSINESS OVERNIGHT! 🚀 - CEO'S TESTIMONIAL"

"SAVED US TIME AND MONEY! 💰 - HAPPY CUSTOMER"

"REVOLUTIONIZED OUR WORKFLOW! ⚡ - SATISFIED CLIENT"

"THE SECRET TO OUR SUCCESS! 🔑 - RAVING REVIEW"

"DOUBLED OUR ROI IN WEEKS! 💼 - CLIENT TESTIMONIAL"

"UNMATCHED QUALITY AND SERVICE! 👍 - IMPRESSED CUSTOMER"

"EXCEEDED ALL EXPECTATIONS! 🌟 - THRILLED CLIENT"

"GAME-CHANGER FOR OUR INDUSTRY! 🎮 - HAPPY USER"

"BEST INVESTMENT WE EVER MADE! 💡 - CLIENT FEEDBACK"

"ACHIEVED RESULTS BEYOND BELIEF! 🎉 - DELIGHTED CUSTOMER"

RANDOM NETWORKING TIP...

**SEND EMAIL DAY BEFORE BIG
HOLIDAY...**

WHAT!?!

Automatic reply:




[Redacted name]

To



Sun 9:06 AM

Retention Policy Deleted Items - Default (30 day) Expires 4/18/2024

 This item will expire in 29 days. To keep this item longer apply a different Retention Policy.

Thank you for your email. I am out of the office this week and will reply to you upon my return on Monday 2/25

For urgent matters, please contact [Redacted],
Marketing and Enrollment at [Redacted]

Thank you,
Rebecca

[Redacted signature]

Director, Marketing Strategy

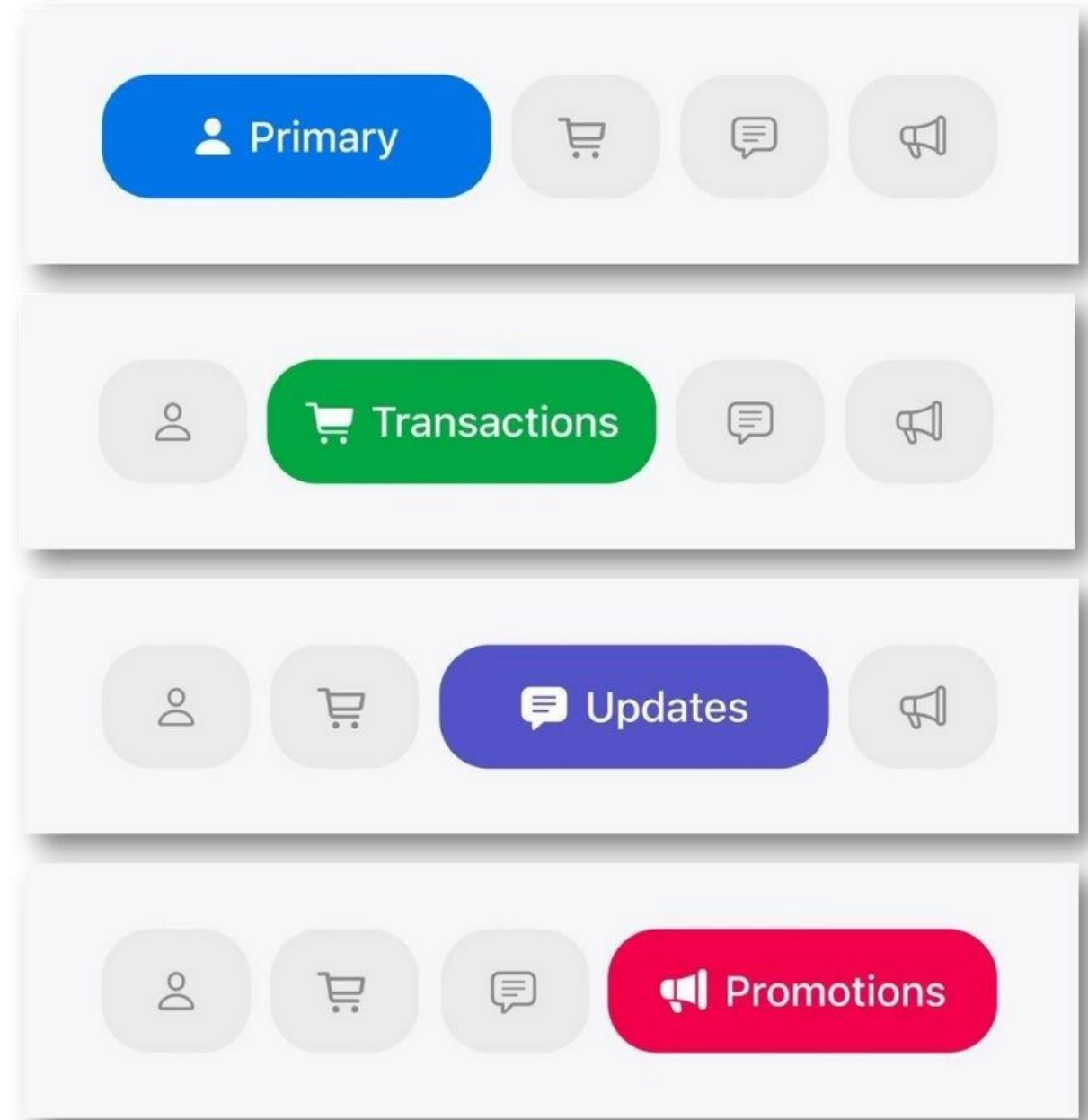
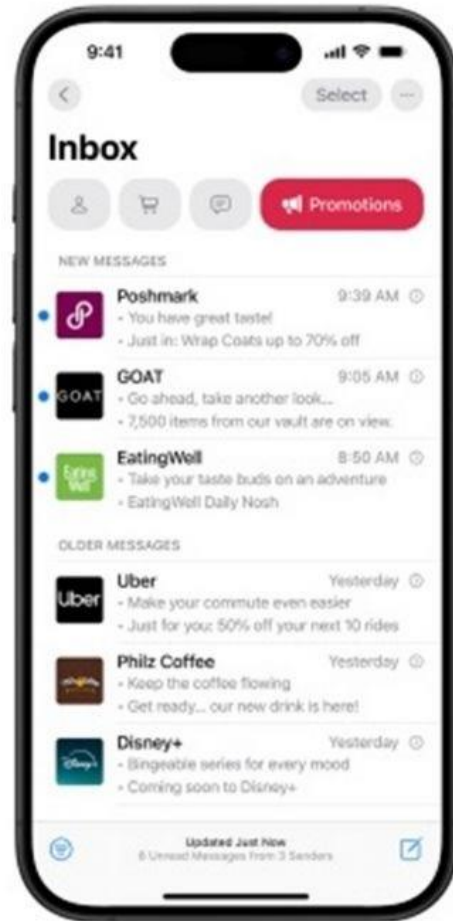
**WHAT IS COMING
NEXT?**

FORGET 'SPAM TRIGGER WORDS'...
HERE COMES 'AI TRIGGER WORDS'

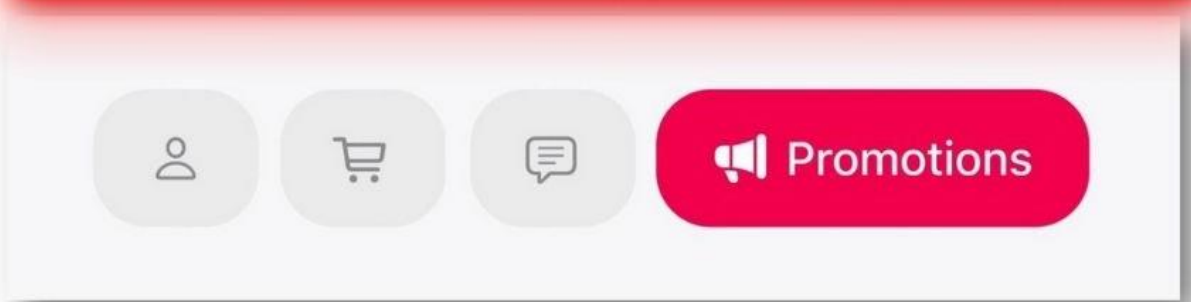
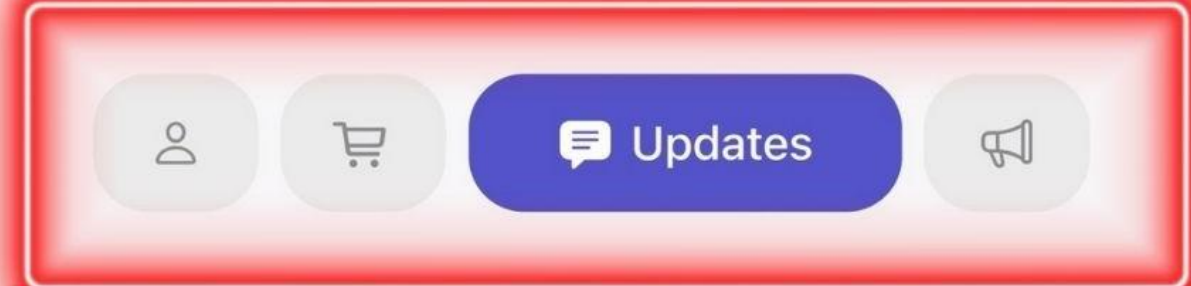
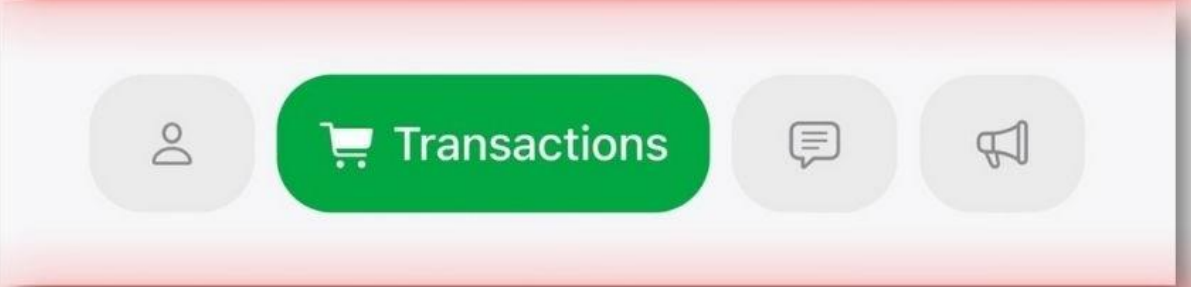
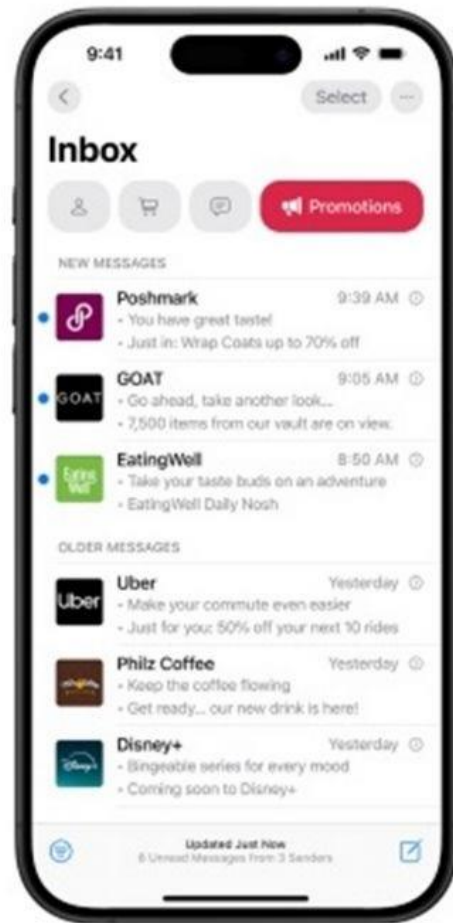
iOS 18: OCT - NOV



47% OF PEOPLE USE 'MAIL APP'



47% OF PEOPLE USE 'MAIL APP'



AI TRIGGER WORDS

THESE SHOULD BE INCLUDED BUT DO NOT NEED TO BE FOCUS:

Registration Confirmed

Preview

Meeting Invite

Exclusive Invitation

Important Update

X Days Left

New Feature

Subscription Details

Action Required

Invitation Enclosed

Event Registration

Priority Access

Add To Calendar

Event Details

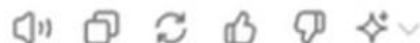
ChatGPT ▾



These phrases will not only be identified by AI in email clients but will also be prioritized to ensure recipients see them first:

1. **Contextual Relevance:** AI prioritizes keywords that indicate important, actionable content.
2. **User Behavior:** Emails with these phrases are typically opened and acted upon more frequently, prompting AI to ensure they are seen first.
3. **NLP Recognition:** AI models are trained to recognize these phrases as signals of priority, given their common use in critical communications.
4. **Transactional Nature:** Commonly used in transactional emails, these phrases are treated by email clients as higher priority, ensuring they are surfaced prominently.

Using these phrases increases the likelihood that your emails will be prioritized and seen first by recipients.



Message ChatGPT



ChatGPT ▾



These phrases will not only be identified by AI in email clients but will also be prioritized to ensure recipients see them first:

ChatGPT ▾



These phrases will not only be identified by AI in email clients but will also be prioritized to ensure recipients see them first:

4. **Transactional Nature:** Commonly used in transactional emails, these phrases are treated by email clients as higher priority, ensuring they are surfaced prominently.

Using these phrases increases the likelihood that your emails will be prioritized and seen first by recipients.



Message ChatGPT



ChatGPT ▾



These phrases will not only be identified by AI in email clients but will also be prioritized to ensure recipients see them first:

1. **Contextual Relevance:** AI prioritizes keywords that indicate important, actionable content.
2. **User Behavior:** Emails with these phrases are typically opened and acted upon more frequently, prompting AI to ensure they are seen first.

3. NLP Recognition: AI models are trained to recognize these phrases as signals of priority, given their common use in critical communications.

Using these phrases increases the likelihood that your emails will be prioritized and seen first by recipients.



Message ChatGPT



**THIS ALSO MATTERS
BECAUSE...**

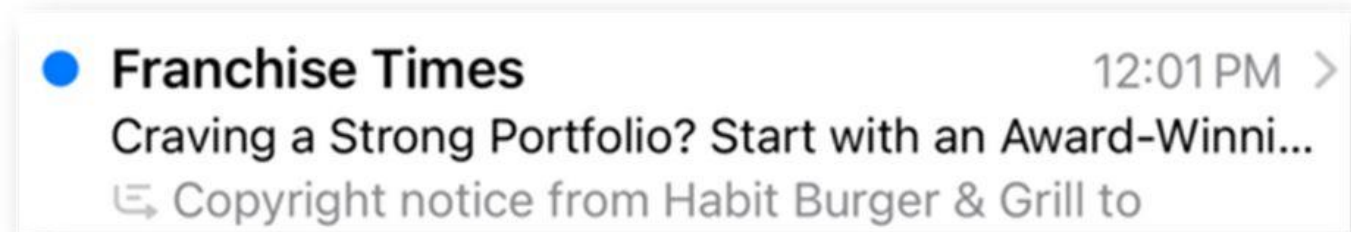


PRE-HEADERS

BYE BYE BYE

REMIXED BY *Nick**

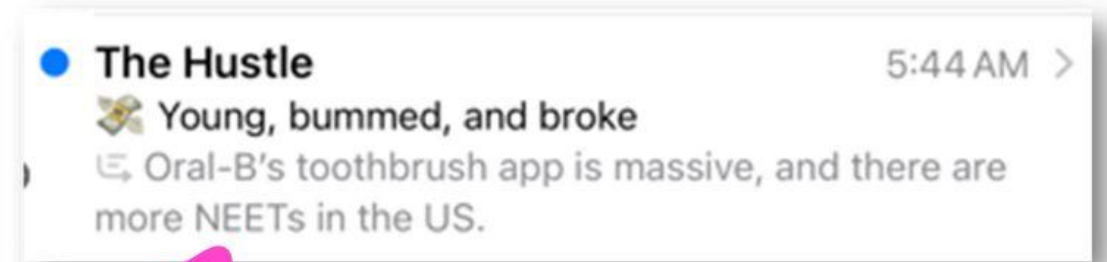
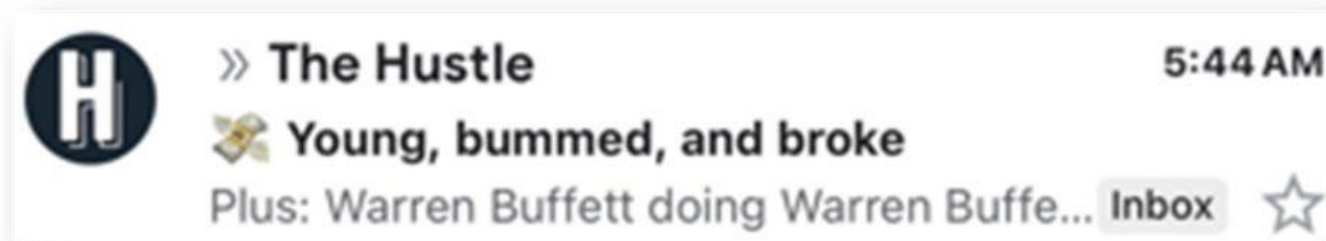
SAME EMAIL



PRE-HEADER

**APPLE REMOVING
PRE-HEADER**

SAME EMAIL



PRE-HEADER

**APPLE REMOVING
PRE-HEADER**



**ONE MORE THING BEFORE THE FREE
STUFF...**

**IF WE ARE NOT CONNECTED ON LINKEDIN
PLEASE SEND ME A CONNECTION REQUEST!**

I AM ON INSTAGRAM: @JAYSCHWEDELSON

OH WAIT...PODCAST REAL QUICK

10 MINUTE
EPISODES!!



DO THIS,
NOT THAT!

FOR MARKETERS ONLY!

Presented by:  MARIGOLD™

with Jay Schwedelson 

GURU  PODCAST NETWORK





Education Session
Wednesday, Sept. 18 | 2:45 pm – 3:30 pm
Email Teardown Live! You Can't Handle the Truth!

**RESERVATION
REQUIRED!**



Thursday, Sept. 19 | 1:45 pm – 2:45 pm
Meetup: Marketing Millennials X Guru Event All-Star Party

FREE SWAG!




**Location:
Main Stage!**

Friday, Sept. 20 | 10:00 am – 10:30 am
Thriving in Discomfort: How Being Uncomfortable Fuels Growth

Education Session
Friday, Sept. 20 | 1:30 pm – 2:15 pm
Maximize Impact: Turning Events to Year-Round
Marketing Gold

**RESERVATION
REQUIRED!**

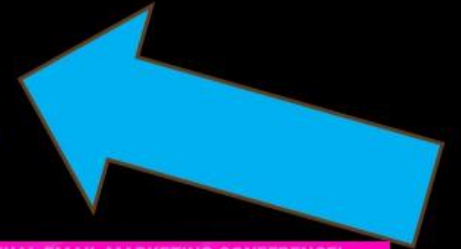
**WAIT!!
CALENDAR, SLIDES,
& MORE** 

FREE STUFF!!!



“SEND ME EVERYTHING”

Just EMAIL JayS@CorpWD.com



IF YOU WANT:

- SLIDES
- BEST/WORST EMAIL CALENDAR
- MY NEWSLETTER
- REG FOR GURU CONFERENCE

(FREE AND VIRTUAL)

www.GuruConference.com

